

Minutes  
Board of Supervisors  
Work Session  
February 3, 2015

Members Present: Johnny Woodward, Chairman At-Large  
D. Keith Guzy, Jr. District 1  
David Wiatrowski, District 2  
J. D. Cave, District 3  
Darrell Short, District 4  
Dorothy F. Pendley, District 5

Staff Present: Amity Moler, Assistant County Administrator  
Regina Miller, Assistant to the County Administrator  
Stephanie Lillard, Economic Development/Tourism  
Coordinator

**Call to Order:**

Chairman Johnny Woodward called to order the work session of the Page County Board of Supervisors on February 3, 2014, at 5:30 p.m. in the Board of Supervisors Room located in Page County Government Center, 103 South Court Street, Luray. A quorum of the Board was present.

**Closed Session:** 5:35 p. m.

**Motion:** Supervisor Guzy moved that the Page County Board of Supervisors convene in closed session under the Virginia Freedom of Information Act to discuss and review applications for the position of County Administrator for the purpose of considering such person's assignment, appointment, promotion, performance, demotion, salary, disciplining or resignation pursuant to Section 2.2-3711 (A) (1) of the Code of Virginia. Supervisor Wiatrowski seconded and the motion carried by a vote of 6-0. Aye: Short, Pendley, Guzy, Wiatrowski, Cave, Woodward. Nay: None.

**Exit Closed Session:** 6:42 p. m.

**Motion:** Supervisor Guzy moved the closed meeting be adjourned and the Page County Board of Supervisors reconvene in open session. Supervisor Pendley seconded and the motion carried by a vote of 6-0. Aye: Pendley, Guzy, Wiatrowski, Cave, Short, Woodward. Nay: None.

**Certification of Closed Meeting:**

To the best of my knowledge (i) only public business matters lawfully exempted from open meeting requirements under Section 2.2-3711 (A) of the Code of Virginia, 1950, as amended, and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened where heard, discussed or considered in the meeting.

<u>Roll Call Vote:</u>	<u>Aye</u>	<u>Nay</u>	<u>Absent</u>	<u>Abstain</u>
D. Keith Guzy, Jr.	X			
David Wiatrowski	X			
J. D. Cave	X			
Darrel Short	X			
Dorothy Pendley	X			
Johnny Woodward	X			

No action was taken as a result of Closed Session.

**Recess:** 6:50 p.m.

Chairman Woodward recessed the meeting until the work session scheduled for 7:00 p.m.

**Reconvene:**

Chairman Woodward reconvened the meeting in the Board of Supervisors Room located in the County Government Center, 103 South Court Street, Luray, Virginia.

Chairman Woodward added VPSA Bond Refund Discussion to the agenda.

**Update by VDOT:**

Jeremy Mason, Assistant Residency Administrator from the Department of Transportation (VDOT), said State Route 616 – Leakesville Road is scheduled for advertisement next month, with plans to build the summer of 2015. State Route 611 Brookstone Road is ready to build this summer as well. Further down the list is the Cub Run Bridge project; the scheduled advertisement date is January 2016. Also, the White House Bridge on U. S. Route 211 is in the design phase. Maintenance projects include dealing with snowstorms, brush work and dirt roads.

Mr. Mason said he had discussed with Supervisor Cave about getting better visibility for the signs on Battle Creek Road for Stanley. He said they have added a sign just past Rockingham Drive. Supervisor Cave showed pictures and a short video of the sign he would like to see bigger reading “Stanley”. Mr. Mason said they had added a bigger sign with an arrow pointing to the left just past the one Supervisor Cave was talking about.

Next, he said Supervisor Guzy had asked about the Virginia Logos signage program. Mr. Mason said he would send them the website link. Supervisor Guzy suggested that Mrs. Moler send it to the Zoning office as well so they can provide it to businesses.

**Chamber Report on Spring Advertising Campaign Funding Request:**

Mr. John Robbins, President of the Luray-Page County Chamber of Commerce, said in the spring a digital ad campaign will kick-off and run from mid-April to the end of May. The plan is to put ad banners on the 25 websites most visited by women between the ages of 25-54. There are two goals. One is to achieve the impression (see the ad on a computer screen) and the second is for people to click on the banner which will take

them to the website LurayPage.com, so they can explore what Page County has to offer for vacation options. Mr. Robbins presented slides of the ads to be used, he said they will be able to track click through counts so they can get a better idea of the return on their investment. He said the radio and print ads will also continue. This is a \$30,000 campaign and he requested that amount from the County.

Supervisor Short asked how often the Chamber performs a self-test on their website. Mr. Robbins responded that they do that once a month. He said he can never get it to pull up on his tablet or his phone.

Supervisor Cave asked if the Transient Occupancy Tax had \$41,273 left that has not been appropriated. Mrs. Moler said that is correct and the revenue is up \$35,000 from this time last year as well.

**Motion:** Supervisor Cave moved to approve the Chamber of Commerce's request for \$30,000 from the Transient Occupancy Tax funding. Supervisor Guzy seconded and the motion carried by a vote of 6-0. Aye: Guzy, Wiatrowski, Cave, Short, Pendley, Woodward. Nay: None.

**Adoption of the Strategic Plan:**

**EXHIBIT A**

Amity Moler, Assistant County Administrator, said that on December 5 & 6, 2014, a strategic planning meeting was held by the Board. Subsequently, on January 6, 2015, the Board solicited public input on the Plan. At the regular Board meeting on January 20, 2015, more information was given to the Board from the school system with suggested additions to the Plan and the Board tabled the adoption until all information was sent to Mr. Chandler for review. Upon review, it was his opinion that the Board could decide whether or not to include the school's suggestions.

Supervisor Guzy said that this is a working document and can be added to as more planning meetings take place.

Supervisor Short added that this Plan is based on what the Board does. Every department should have their own strategic plan, including the school system.

**Motion:** Supervisor Guzy moved to adopt the Strategic Plan, Vision Statement, Mission Statement, Tag Line, and Values for Page County. Supervisor Short seconded and the motion carried by a vote of 6-0. Aye: Wiatrowski, Cave, Short, Pendley, Guzy, Woodward. Nay: None.

**VPSA Bond Refund Discussion:**

Mrs. Moler said when the new high schools were built bonds were taken out with the Virginia Public School Authority in 2006 and 2008. The time has come to refund two of those bonds and she needed action from the Board that the County will fully cooperate with the school system. The documents require a signature from the Board Chairman and School Board Chairman. She explained that the debt service payments will still need to be paid the upcoming year, but the County will receive a refund on part of the

payment. The amount is not available, but she said it could be over \$1 million. She noted that the school system has six months to spend the money.

**Motion:** Supervisor Cave moved to authorize all appropriate County Officials to coordinate, execute, and deliver the tax documents that are required by VPSA for refunding. Supervisor Guzy seconded and the motion carried by a vote of 6-0. Aye: Cave, Short, Pendley, Guzy, Wiatrowski, Woodward. Nay: None.

**Summary of Enterprise Zone Incentives:**

Stephanie Lillard, Economic Development & Tourism Director, said the next step in the Enterprise Zone process is to work with the towns and speak with the County Attorney and EDA legal counsel to enact an ordinance. Mrs. Lillard said she will act as the program administrator and everything will go through the EDA. Her only concern is with the job creation grant, because personal service, food and beverage or retail is excluded, and most of this makes up our employment in the County. She also said that all of the various County departments will need to be educated as well as the towns to be aware of all the incentives beginning offered. Mrs. Lillard explained they ways in which she was trying to get the word out to new businesses.

**Review of Chairman's Corner Publication:**

Chairman Woodward said this is something he will be putting in the newspaper to give the citizens an overview of what's going on in the County. He asked the Board for approval. After review, it was consensus of the Board to proceed with the publication.

**Illegal Dumping – Compactor Sites:**

Chairman Woodward mentioned that the Springfield Compactor Site was not open over the recent holidays in January and some citizens piled the trash up against the fence when it was closed. The Sheriff's Department went through the trash to see who had dumped it, and then visited the individual to warn them that it is illegal dumping. Chairman Woodward wanted the Board to know that everyone has done their job and this is illegal and charges can be filed against individuals for throwing their trash outside the gates at the Compactor Sites.

**Adjourn:** 8:11 p.m.

With no further business, Chairman Woodward adjourned the meeting.

  
Chairman

  
County Administrator

## PAGE COUNTY VISION STATEMENT

To be recognized as Virginia's hometown community where residents matter, visitors are welcomed and businesses are valued.

## PAGE COUNTY MISSION STATEMENT

To provide our citizens and businesses with a superior quality of life by delivering county services and programs in a fiscally prudent and responsible manner.

## PAGE COUNTY TAGLINE

Page County...Where the living is good.

## PAGE COUNTY VALUES

Integrity

Inclusive

Excellence

Transparent

Stewardship

Innovative

Accountable

## PAGE COUNTY STRATEGIC INITIATIVES/ACTION AGENDA 2015-2016

STRATEGIC INITIATIVE ONE: FOSTER ECONOMIC WELL-BEING

STRATEGIC INITIATIVE TWO: PRACTICE GOOD GOVERNANCE

STRATEGIC INITIATIVE THREE: STRENGTHEN COMMUNITY PARTNERSHIPS

STRATEGIC INITIATIVE FOUR: FUND THE FUTURE

## INITIATIVE ONE: FOSTER ECONOMIC WELL-BEING.

Capitalize on Page County's rich heritage, healthy mix of assets, and natural resources to grow, diversify and strengthen the economic well-being of county citizens and businesses alike.

### ACTION AGENDA:

1. Review and refine the existing economic development strategy for Page County inclusive of an implementation schedule, incorporate the key goals and objectives into the overall countywide strategic plan and assign specific action steps to the newly combined Planning and Economic Development Department. (2015)
2. Support local businesses and entrepreneurs by establishing a focused business appreciation and expansion program. (2015)
3. Draft and implement a tourism development strategy for Page County to include strategies that enhance existing tourism assets such as Luray Caverns and the Shenandoah National Park.(2015-2016)
4. Develop an infrastructure plan (2015-2016) that will support business, commercial and residential development in Page County with specific focus on the greater Luray area served by Rt. 211 and Rt. 340.
5. Conduct preliminary engineering for improving a three mile stretch of Rt. 55 serving Page County and Warren County as part of the Rt. 55 road improvement plan.(2015-2016)
6. Establish a Page County business policy committee to assist in identifying current and future business, commercial, industrial and technology needs and opportunities. (2015)
7. Sponsor a business appreciation day/week by way of a Board of Supervisors proclamation. (2015)
8. Support the Brewers Association efforts focused on developing wineries and breweries in Page County.

## INITIATIVE TWO: PRACTICE GOOD GOVERNANCE.

Good governance means focusing on the county's mission, performing defined roles and government functions effectively and being accountable to the citizens of Page County.

#### ACTION AGENDA:

1. Develop and annually adopt a Board of Supervisors (BoS) Code of Ethical Performance that demonstrates the Board's commitment to witnessing the values inherent with good governance. (2015)
2. Place a Board of Supervisors message on the county's website and on the county's social media on a monthly basis (two per Board member per year on a rotational basis) after review and approval by the BoS at a prior work session and deliver a state of the county address annually. (2015)
3. Review and update the Page County comprehensive plan as well as the Page County zoning and subdivision ordinances. (2015-2016)
4. Develop, in partnership with county administration, an employee staffing plan that reflects the county's fiscal and public service priorities. (2016)
5. Conduct an efficiency/effectiveness audit of county sponsored programs and services with particular focus on cost and program need. (2016)
6. Develop an annual county report inclusive of a citizen's guide to county government and share it with county residents and businesses alike. (2015-2016)

#### INITIATIVE THREE: STRENGTHEN COMMUNITY PARTNERSHIPS

To be effective, the Page County BoS must have a positive and interactive relationship with county residents and must be committed to assisting residents gain a greater understanding of their county government.

#### ACTION AGENDA:

1. Sponsor a Page County futures forum, as part of the comp plan update, to gain citizen input about the kind of future they want for Page County.(2015)
2. Develop fact sheets for major policy issues and share them with the public and the media. (2015)
3. Sponsor a Page County Local Government Academy (LGA) to help residents learn about their county government. (2016)
4. Sponsor a Page County Citizens Planning Academy to help citizens learn about county planning and zoning issues. (2015)

5. Sponsor a Page County government open house annually. (2015-2016)
6. Sponsor district based community listening sessions to meet and learn about citizen concerns on a quarterly basis. (2015-2016)

#### INITIATIVE FOUR: FUND THE FUTURE

To make the future happen in Page County will require a commitment to identifying and utilizing the range of county revenue options authorized by the Commonwealth of Virginia.

#### ACTION AGENDA:

1. Review the current Fund Balance Policy and expand it into a comprehensive fiscal policy for Page County inclusive of a debt management/debt reduction strategy.(2015)
2. Develop a multi-year self-supporting funding strategy for managing solid waste. (2016)
3. Develop a five-year revenue and expenditure forecast focused on services and programs sponsored by Page County. (2015-2016)
4. Add a capital maintenance component, inclusive of life cycle costs, to the Page County Capital Improvements Program (CIP). (2015-2016)
5. Enhance CIP project evaluation procedures and practices used to assess community facility needs. (2015-2016)
6. Identify all sources of revenue the county can use to finance local government programs and services and determine which sources Page County should utilize.(2015-2016)